TALES CALCULATED TO DRIVE YOU...

HUMOR IN A JUGULAR VEIN

EC AN ENTERTAINING COMICS

No. 22
APR.

10c

MAD

SPECIAL ART ISSUE

Special Art Issue

Ladies and Gentlemen: We are very pleased to announce that this is going to be a real high-class issue.

Now first of all, in movies when you see actors and actresses, you know so much about them. Forinstance you know all the important things about their lives, you know all about who they're married to, you know all about who they were married to, you know all about who they're going to get married to, and you know all about who they'd better get married to. You know about all the hardships they suffered in life making a career like forinstance how many times they been in jail and etc.

But how's about cartoonists? How's about comic-book artists? Do you hear all about them? Do you know the important things they've done like how many times in jail and etc.? Hah? Do you? Hah I'm asking you? The answer is "No!" So what's so hot about actors and actresses that they get all the attenion? Tell me? What's so hot about a Marilyn Monroe? Wait a minute! Let's start all over again. Cartoonists are practically the same as actors. Actors work on a stage. cartoonists work on a page. Actors make plenty money, cartoonists make plenty lucky-bucks.

They're both just the same.

So, like actors get stories of their lives told all the time, we, the big wheels of MAD have decided to devote this whole issue to one of our lucky cartoonists. We have decided to give this lucky fellow the kind of write-up that movie-stars get. Even if the public would rather read about movie-stars, we have decided! . . . Even if our readers don't want stories about cartoonists, we have decided! . . . Even if this cartoonist don't want stories about cartoonists (inconsiderate, miserable two-bit hack) we have decided!

So here's what we're going to do. We're going to take this whole issue to show off the art-work of one of our cartoonists from the time he was a tiny, miserable two-bit hack infant to the present when he is now a big, miserable two-bit hack grown-up.

And so, all kidding aside, to you, ladies and gentlemen, boys and girls, things from outer-space . . . we proudly present to you a portfolio the work of that illustrious cartoonist, that clever craftsman, that miserable two-bit hack . . .

BILL (CHICKEN FAT) ELDER

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BILL (CHICKEN-FAT) ELDER DEPT.! MAD'S FIRST LAUGH IS GOING TO BE ON YOU SINCE YOU THOUGHT YOU WERE BUYING A COMIC-BOOK AND YOU GOT THIS SICKENING MESS! ANYHOW SINCE TRUE GENIUS SHOWS AT AN EARLY AGE WE HAVE TO GO FAR BACK TO FULLY UNDERSTAND HIS ART-WORK; TO EXPLAIN HOW HE CAME BY HIS TALENTED MIND... HOW HE ACCIDENTALLY FELL ON HIS HEAD! AND SO WE PRESENT THE DRAWINGS OF BILL ELDER...

THE CHILD!

FROM THE MOMENT BILL ELDER WAS BORN... DID HE YELL FOR MILK?... DID HE SHRIEK TO BE BURPED?... NO! HE DREW THIS SCRAWL IN COLORED CHICKEN-FAT!

HIS DRAWING RAPIDLY IMPROVED GETTING MORE AND MORE COMPLEX AS YOU CAN SEE IN THIS PICTURE HE SCRAWLED AT THE AGE OF ONE WEEK!

STILL HE CONTINUED TO GET BETTER, AND AT THE AGE OF TWO WEEKS WITH HIS CHUBBY LITTLE FINGER DIPPED IN CHICKEN-FAT, HE CRUDELY SCRAWLED THIS PICTURE!

ON HIS FIRST BIRTHDAY, ELDER GOT FINGER PAINTS WHICH HE SUCCESSFULLY MIXED WITH CHICKEN-FAT TO MAKE THESE SHMEARS... HIS FIRST PAINTING!

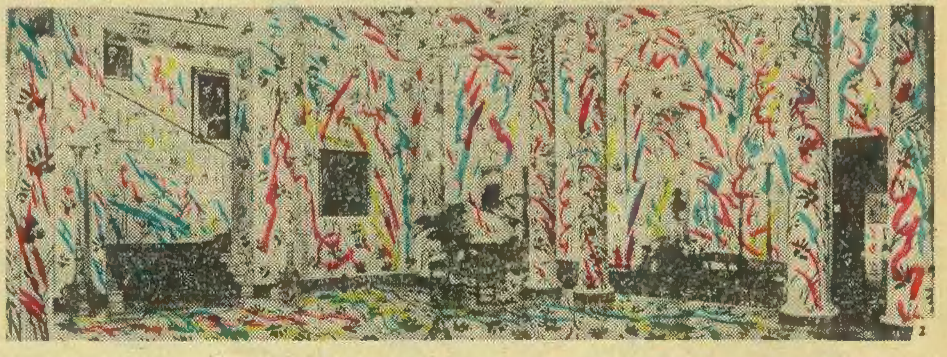
BEING VERY AMBITIOUS, HE EXPERIMENTED SHMEARING ON DIFFERENT SURFACES AND TEXTURES AS IN PAINTING #2 ON THE FAMILY TOWELS!

DESPITE HIS AGE... HIS SIZE... THE SHOT HIS MOTHER GAVE HIM... HE CONTINUED HIS EXPERIMENTS SHMEARING PAINTING #3 ON UNCLE LOUIE'S BALD HEAD!

SINCE A TRUE ARTIST EXPERIMENTS WITH DIFFERENT PAINTS AND SURFACES TO PAINT ON, PAINTING #5 WAS DONE IN FINGER PAINT MIXED WITH CHICKEN-FAT AND H-O OATS SHMEARED ON AUNT BRUNHILDA'S BEST DRESS!

AT AGE 2, YOUNG ELDER SEEKING LARGER CANVASSES TO WORK ON DID PAINTING #50 IN FINGER-PAINT MIXED WITH CHICKEN-FAT, H-O OATS, MASHED BANANA PULP, AND CREOSOTE, SHMEARED ON HIS NURSERY!

AT AGE 3, YOUNG ELDER LOOKING FOR STILL LARGER PROJECTS, DID PAINTING #75 IN FINGER-PAINT THIS TIME MIXED WITH ***DUCK***-FAT, H-O OATS, MASHED BANANA-PULP, CREOSOTE, BOSCO, 3-IN-ONE OIL, KIWI SHOE-POLISH AND HALAVAH... SHMEARED IN THE DOWNSTAIRS LIVING ROOM OF HIS LAVISH HOME! LOOKING BACK ON THIS PAINTING, ELDER HAS ALWAYS FELT THAT IT FAILED IN A SENSE AND REGRETS HE USED DUCK-FAT INSTEAD OF CHICKEN-FAT! AT AGE 4, YOUNG ELDER TACKLED HIS MOST AMBITIOUS PROJECT!



...AT AGE 4 HE DECIDED TO DO A FINGER-PAINTING BIGGER THAN ANY HE HAD EVER PRODUCED! AND SO, AT AGE 4, HE MANAGED TO HAVE THE FOLKS BUY HIM A FINGER PAINT KIT... THE ***JUMBO*** SET... AND HE SET ABOUT MIXING THE PAINTS WITH THE USUAL CHICKEN-FAT, H-O OATS, BANANA-PULP, CREOSOTE, BOSCO, 3-IN-ONE OIL, KIWI POLISH, HALAVAH... AND A STROKE OF GENIUS... ***CHLOROPHYLL*** AND HE PROCEEDED TO SHMEAR THIS PAINTING COMPLETELY OVER THE DOWN-TOWN AREA OF A WHOLE CITY!

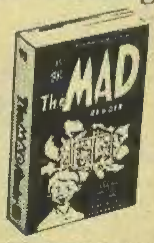
TODAY HIS SHMEARS, MOST OF THEM SHMEARED AT 2 YEARS OLD, IN HIS STICKY LITTLE CRIB WHILE SITTING THERE COOING CONTENTEDLY SURROUNDED BY HIS CHICKEN-FAT, HIS BANANA-PULP AND CLOUDS OF GREEN FLIES... TODAY THOSE SHMEARS, (5 OF WHICH ARE SHOWN BELOW) ARE HUNG IN VARIOUS MUSEUMS AND SIGNED WITH ELDER'S VARIOUS PEN NAMES SUCH AS "BRAQUE," "MATISSE," "PICASSO," ETC... THAT IS WHY VERY OFTEN, YOU CAN HEAR OBSERVERS EXCLAIM, "WHY THOSE PAINTINGS LOOK LIKE THEY'VE BEEN SHMEARED BY A 2 YEAR OLD!"

And now, for you MAD readers, an important, astounding, fantastic, dull announcement. We the editors are pleased to announce that a collection of MAD stories have been reprinted in a pocket-book-size edition entitled "The MAD Reader" (after you). For this collection, we have selected the cream of the crop (or the dregs of the earth, whichever the case may be). Yes . . . MAD is marching forward along the victorious path, striding to greater heights, making inroads, as ever, towards destroying minds.

This nauseating little package can be purchased for a trifling 35c. Don't be a cheapskate . . . the object of scorn and ridicule. Scrape up this miserable 35c. We don't question where you get the money . . . whether it's hot or not.

For long hours of enjoyment and happiness, get this book. For the pleasure and entertainment of your friends, get this book. But mainly for the loot we make from the sale of each copy, get this book. Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! . . . (We're burning it into your brain, by George!)

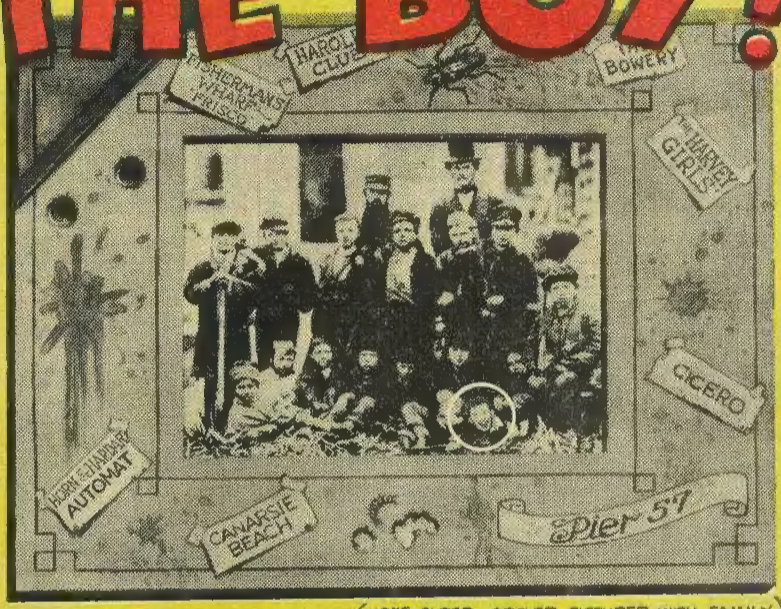
Now go out to your drugstore, your newsstand, your candy store, anyplace they sell pocket-books, and buy . . . *buy* . . . BUY . . . the Farmer's Almanac. There's a useful magazine.



The MAD Reader

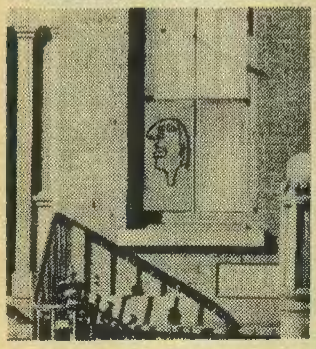
BILL (CHICKEN-FAT) ELDER DEPT., CONTINUED: ON WE GO WITH THIS NAUSEATING NARRATIVE! IT IS HERE THAT WE REACH THE FORMATIVE YEARS... WHEN THE ARTIST HAD EXPERIENCES WHICH WOULD SHAPE HIS WORK TO COME... EXPERIENCES LIKE WORKING WITH DIFFERENT PAINTS, TESTING DIFFERENT TOOLS, FEELING DIFFERENT TEXTURES, ESCAPING DIFFERENT POLICEMEN...! AND SO WE PRESENT THE WORK OF THE GENIUS IDIOT, ***BILL ELDER***...

THE BOY!

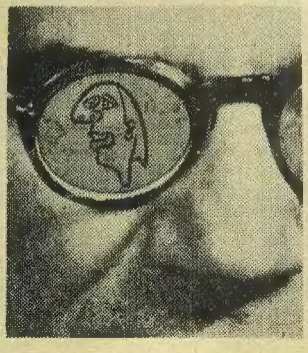


(NOTE ELDER, CIRCLED, PICTURED WITH FAMILY.)

YOUNG ELDER'S FIRST TRULY EXPERIMENTAL DRAWING WAS "WET-WINDOW ART" DRAWN WITH A WARM LITTLE FATTY FINGER, ON FROSTED OR VAPOR-CLOUDED GLASS!



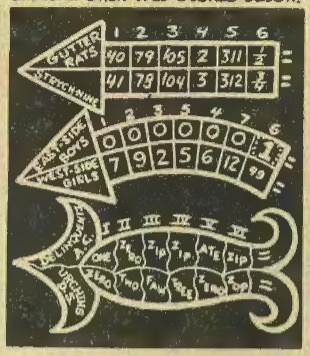
THE YOUNG ARTIST TRIED HIS WET-WINDOW ART ON VARIOUS TYPES OF GLASSES AS IN THIS INSTANCE ON UNCLE LOUIE'S GLASSES!



THIS THIRD EXAMPLE OF WET-WINDOW ART WAS PARTICULARLY DIFFICULT SINCE IT WAS DRAWN FROM ***INSIDE*** THE WASHING MACHINE... WHILE ***STILL WASHING!***

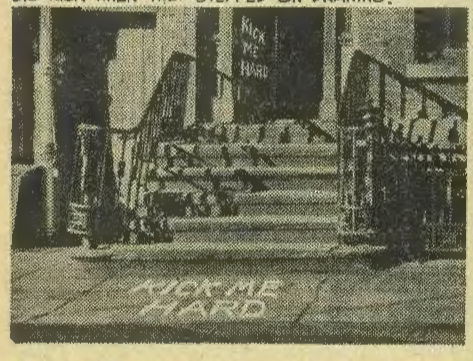
NEXT, THE YOUNG ARTIST TOOK TO DRAWING WITH CHALK, AS BELOW, IN THE GUTTER! THEN... MUCH AS NOW, ONE COULD ALWAYS FIND YOUNG ELDER IN THE GUTTER!

WHILE ANOTHER KID MIGHT WIN PROWESS AS BALL-PLAYER, ELDER WON PROWESS AS A SCORE-KEEPER, DRAWING THESE UNUSUAL 'STICK-BALL' SCORES BELOW!



ELDER ALSO WON PROWESS FOR HIS ELABORATE 'KICK-ME-HARD' DRAWINGS THAT HE CHALKED BY THE HUNDREDS, AND TINTED WITH CHICKEN-FAT!

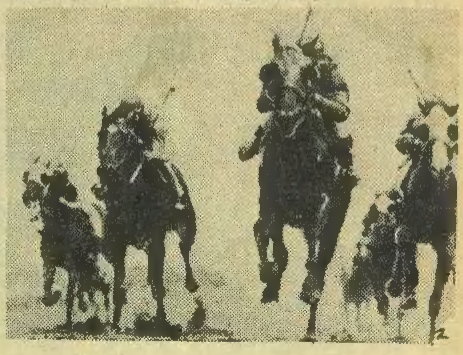
TRUE ART IS FUNCTIONAL! NOTICE HOW FUNCTIONALLY DRAWN ELDER'S 'KICK-ME-HARD' DRAWINGS WERE... PLACED CLEVERLY IN DOORWAYS FOR MAIN FUNCTION OF GIVING ANYBODY BIG KICK WHEN THEY STEPPED ON DRAWING!



THE YOUNG ARTIST LEFT MANY OF THESE EXAMPLES OF GUTTER-ART BEHIND! NOTE THIS IMAGINATIVE APPROACH, USING AN INTERESTING TEXTURE... ONE EXAMPLE OF THE WORK LEFT... (DRAWN ON AN ELEPHANT)...

BOY ELDER ALSO DISCOVERED THE JOY OF WORKING IN 3 DIMENSIONS!... THE PLEASURE OF TURNING A CLAY LUMP ON THE POTTERS WHEEL INTO A SPITOON... THE JOY IN SHAPING PLASTIC INTO SPIT-BALLS FOR HIS PUTTY-BLOWER

AT THE AGE OF 8, HE WAS ALREADY SCULPTING SMALL BITS OF CLAY INTO REALISTIC ANIMAL FIGURES SHOWN BELOW. YOU MUST ADMIT THAT IT'S DIFFICULT NOT TO MISTAKE THEM FOR THE REAL THING!

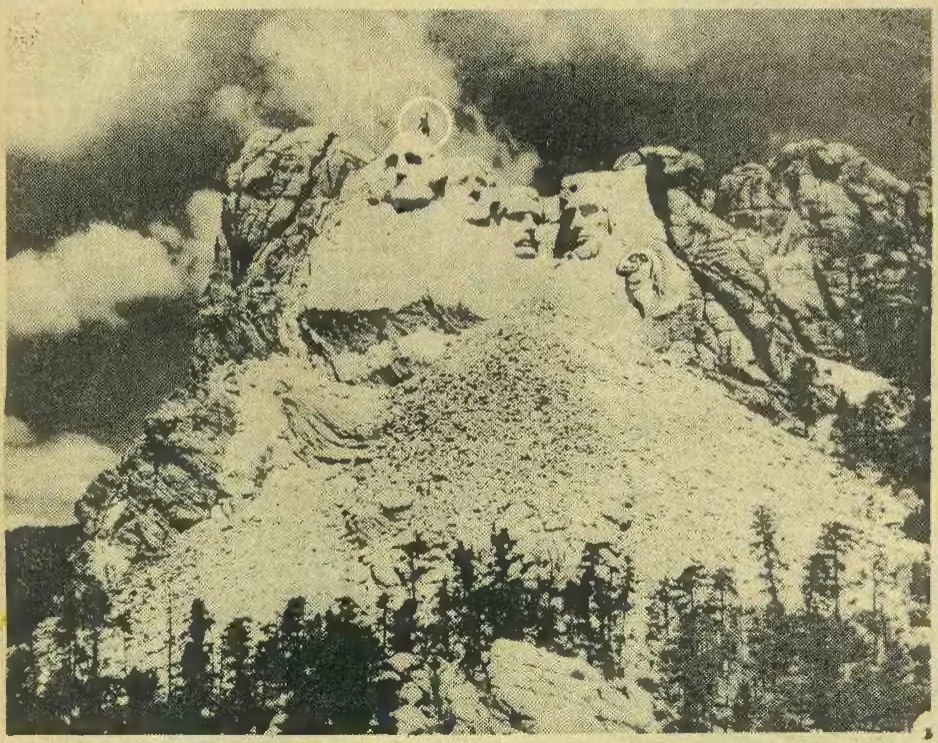


HERE ARE SOME BITS OF SCULPTURE THE LITTLE RASCAL CARVED JUST BEFORE HE LEFT FOR SCHOOL... REFORM SCHOOL THAT IS!

HERE IS AN INTERESTING LITTLE ASH-TRAY HE KNOCKED OUT WITH HIS PLASTICINE SET, UNDER THE PEN-NAME OF BENVENUTO CELLINI!

ANOTHER PIECE OF WORK HE PUT TOGETHER FROM HIS PLASTICINE SET, HE CALLED "THE THINKER"! THIS USED UP A WHOLE JUMBO PLASTICINE SET!

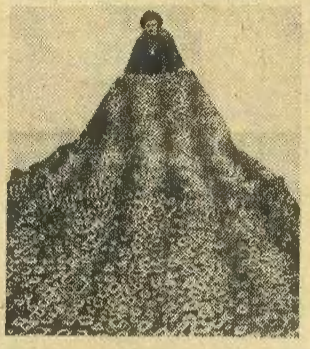
AT AGE 10, BOY ELDER SAVED MONEY TO BUY AS MANY SETS OF PLASTICINE AS HE COULD AND TOOK ALL THE STRIPS OF COLORED PLASTICINE OUT OF THEIR CELLOPHANE AND MIXED ALL THE COLORED PLASTICINES TOGETHER TO MAKE GREY!... HE MIXED IN A LITTLE CHICKEN FAT... AND PUT THE PLASTICINE IN ONE BIG LUMP AND THEN HE SCULPTED THE HUGE HEADS SEEN BELOW INTO THIS BIG LUMP OF PLASTICINE WEARING OUT A RECORD NUMBER POINTED LOLLIPOP STICKS IN THE PROCESS!



(NOTE ELDER CIRCLED!)

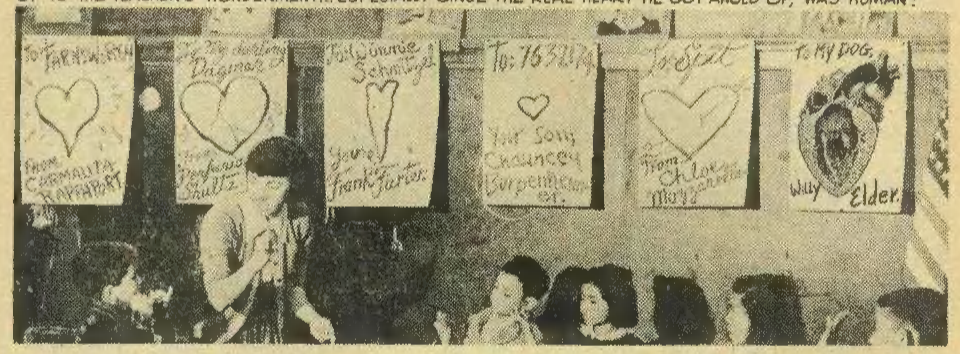
LIKE A TRUE ARTIST, THE YOUNG ELDER'S TALENTS WERE BY NO MEANS CONFINED TO DRAWINGS AND SCULPTURE. HE MADE MANY PAPER CUT-OUTS, ETC. (BELOW)!

WHEN HIS CLASS TOOK UP RUG-WEAVING, ELDER, NOT CONTENT WITH THE LITTLE 5 INCH RUGS THEY MADE, TURNED OUT THIS MAGNIFICENT 5 YARD RUG.

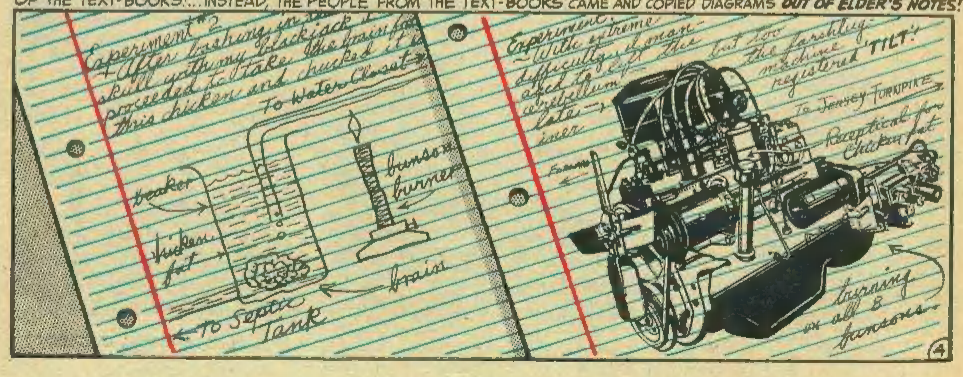


ALSO, WHEN HIS CLASS TOOK UP RAFIA WEAVING, ELDER, NOT CONTENT WITH THE LITTLE 5 INCH RAFIA SKIRTS TURNED OUT THIS MAGNIFICENT 5 FT. HULA DANCER!

WHEN, IN DRAWING CLASS, THEY DREW VALENTINE CARDS, ELDER SHOWED HIS TRUE FIBRE! WAS HE SATISFIED TO LEAN BACK AND SCRAWL THESE PHONEY HEARTS LIKE YOU SEE ON PLAYING CARDS, ETC.? NO! OUR ELDER DID ***RESEARCH!*** HE GOT AHOLD OF A ***REAL*** HEART WHICH HE THEN PROCEEDED TO MAKE A MAGNIFICENT DRAWING OF TO THE TEACHER'S WONDERMENT... ESPECIALLY SINCE THE REAL HEART HE GOT AHOLD OF, WAS HUMAN!

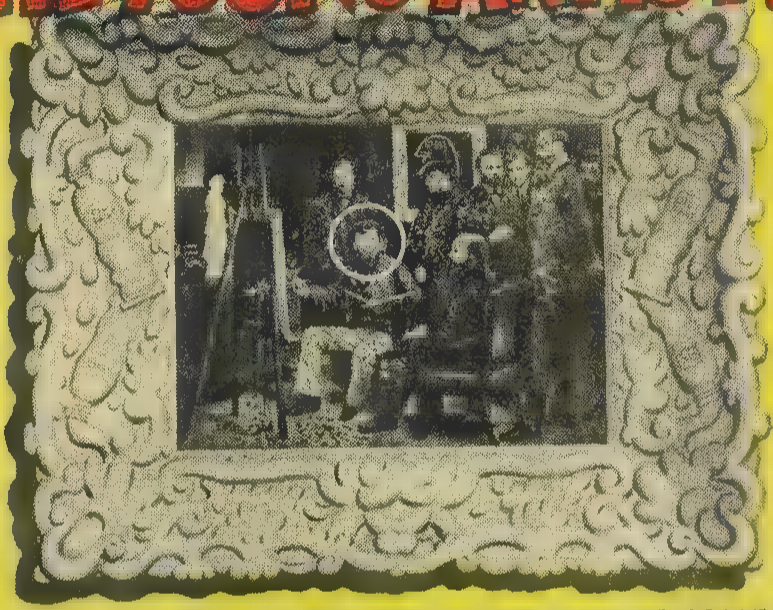


HIS TALENT WAS NOT CONFINED TO ART CLASS!... YOU KNOW HOW IN SCIENCE CLASS, YOU DRAW DIAGRAMS OF EXPERIMENTS IN YOUR NOTE BOOK? WELL... BELOW IS A TYPICAL PAGE OUT OF A NORMAL STUDENT'S SCIENCE NOTES! NEXT TO IT IS A TYPICAL PAGE OUT OF ELDER'S SCIENCE NOTES! YOU KNOW WHAT?... ELDER NEVER COPIED HIS DIAGRAMS OUT OF THE TEXT-BOOKS!... INSTEAD, THE PEOPLE FROM THE TEXT-BOOKS CAME AND COPIED DIAGRAMS ***OUT OF ELDER'S NOTES!***



BILL (CHICKEN-FAT) ELDER DEPT., CONTINUED: NOW WE COME TO PART WHERE HIS VIRTUES, ABILITIES AND TALENTS JELLED, CRYSTALIZING INTO THE BILL ELDER WE KNOW TODAY! IN OTHER WORDS, NOW WE COME TO PART WHERE HE WAS DEFINITELY AN IDIOT!... THIS THEN, IS THE YOUTH... OLD ENOUGH TO PURSUE VIRTUOUS GOALS, IDEALS, GRAND PURPOSES... TOO YOUNG TO PURSUE MAIN IMPORTANTEST THING OF ALL... MONEY!... THIS THEN IS *BILL ELDER*...

THE YOUNG ARTIST!



(FROM LEFT TO RIGHT, SHOLDERER, MANET, RENOIR, ASTRUC, ZOLA, MAITRE, BAZILLE, MONET. NOTE ELDER CIRCLED.)

NATURALLY... LIKE MOST YOUNG ARTISTS ELDER TURNED TO OIL PAINTING! STARTING AT THE BOTTOM OF THE LADDER! HE DID THIS OIL PAINTING... A WALL!

YESSIR... HE KNEW, LIKE EVERYONE ELSE, HE'D HAVE TO START FROM THE BOTTOM OF THE LADDER! HIS NEXT OIL PAINTING WAS THIS CEILING!

...MATTER OF FACT, HE ONCE TRIED STARTING FROM THE TOP OF THE LADDER! ...SPILLED THE PAINT... AND BROKE 2 RIBS! HIS NEXT OIL PAINTING WAS THIS FENCE!

REALIZING HOUSE-PAINTING WASN'T CREATIVE ENOUGH... ELDER, WITH EASEL AND BRUSHES, TOOK TO THE HIGH ROAD! BELOW IS AN EXAMPLE OF HIS WORK WHILE ON THE HIGH-ROAD!... A BILLBOARD! (HE PAINTED THE MUSTACHES.)

.. UNLIKE MOST MUSTACHE-ARTISTS, ELDER PUT HIS CREATIVE GENIUS TO WORK AS IN THIS "SHLEPPES" BILLBOARD WHERE INSTEAD OF PAINTING A MUSTACHE ON... ELDER PAINTED THE MUSTACHE OFF THE MAN FROM SHLEPPES!

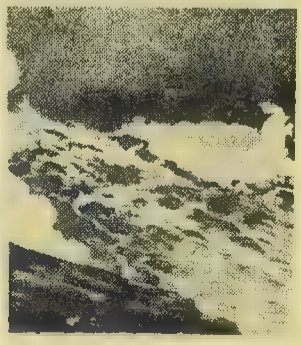
FINALLY... HIS FIRST PAINTING FOR RESTITUTION*! A RED LETTER DAY IN HIS LIFE... MAINLY SINCE HE HAD TO PAINT "HOT-LIPS LIPSCHITZ AND HIS BAND" IN RED LETTERS ON A DRUM WITH A PICTURE OF THE SUN SETTING OVER A TROPIC ISLE... A RECLINING NUDE ON THE SHORE!

*FREE BEER

IMMEDIATELY, ELDER'S PAINTING CAUGHT ON!.. FRIENDS WERE STRUCK BY THE DESIGN... BY THE BOLD COLORS... BY THE DYNAMIC SYMMETRY... AND MAINLY BY THE NUDE... WHICH HE RECEIVED MANY REQUESTS TO DUPLICATE ON NECKTIES IN FLUORESCENT PAINT!

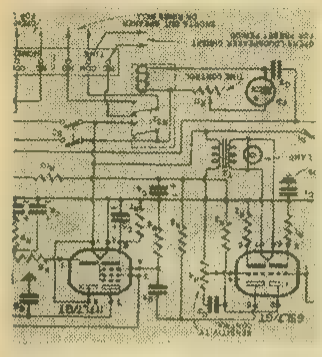
AT THIS PERIOD, CLOD ELDER, NEEDLESS TO SAY WAS STILL IN THE CRUDEST STAGE.. DOING PAINTINGS PEOPLE UNDERSTOOD.. LIKE FORINSTANCE, LAND-SCAPES...

... SEA-SCAPES...

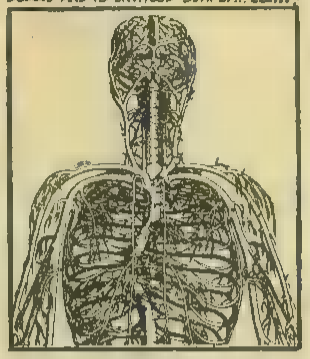


... AND FIRE-SCAPES!

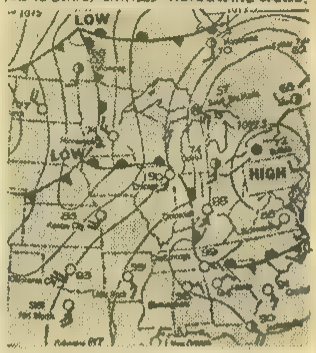
BUT... WITH PRACTICE... HE WAS SOON ABLE TO DO PAINTINGS PEOPLE DID NOT UNDERSTAND!.. HERE IS HIS FIRST ABSTRACT PAINTING TITLED *'CHICKEN-FAT'*!



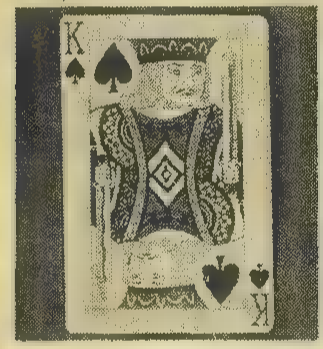
THIS IS HIS SECOND ABSTRACT WHICH IS INTENDED TO CONVEY THE FEELING OF A FINGERNAIL SCRITCHING ON A BLACKBOARD AND IS ENTITLED SIMPLY.. *'ECHH'*!



THIS THIRD ABSTRACT CONVEYS A FEELING OF WEATHER... WEATHER IT'S GOING TO BE HOT... WEATHER IT'S GOING TO BE COLD... AND IS SIMPLY ENTITLED *'HURRICANE CAROL'*!

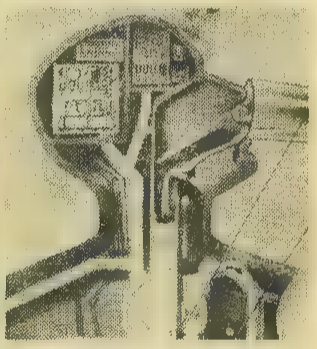


NEXT, YOUNG ELDER WAS INTRODUCED TO THE TYPE ART WHERE YOU DISTORT AN IMAGE TO GET TWO VIEWS AT THE SAME TIME AS IN THIS, HIS FOURTH ABSTRACT... *'GIN'*!



HIS FIFTH, BY THE CLEVER USE OF FLAT PLANES, CREATES AN ILLUSION OF DEPTH!.. BESIDES PLANES IS USED SAWS, HAMMERS, NAILS, ETC... AS IN THIS ONE CALLED *'LEWTTOWN'*!

HIS SIXTH CREATES A FEELING OF CLASHING HARMONY, YET AN INNER TRANQUILITY!.. IN OTHER WORDS, BUFFERIN ACTS TWICE AS FAST AS ASPIRIN IN THIS ABSTRACT CALLED *'WHP'*!



EXPERIMENTING ROUGHLY ALONG THE LINES OF MARCEL DUCHAMP'S *'NUDE DESCENDING A STAIRCASE,'* YOUNG ELDER PAINTED THIS SEVENTH ABSTRACT ENTITLED, *"I DREAMED I DESCENDED A STAIRCASE IN MY PLAYTEX UNDERWEAR"*! AFTER A WHOLE SERIES OF SUCH BRILLIANT ABSTRACTS, ELDER SUDDENLY COMPLETELY CHANGED HIS ART STYLE... SUDDENLY TOOK A TURN THAT CHANGED HIS WHOLE OUTLOOK... HIS WHOLE *LIFE!* THIS TURN HE TOOK WAS INTO A ONE WAY STREET THE WRONG WAY!... WHAT A WRECK!... STILL PAYING!... CHANGED HIS WHOLE LIFE!

ELDER DID TURN... FROM SICKENING ABSTRACTION TO NAUSEATING REALISM... AS ■ THIS PAINTING CALLED "DOLORES HOSSENPFEFFER, GLENDA FORBUSH AND SABRINA COZNOWSKI"!

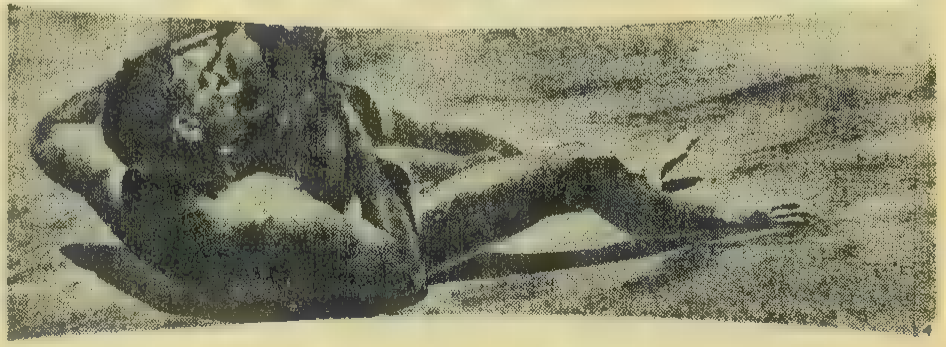
HERE WE HAVE A PAINTING, ANOTHER EXAMPLE OF ELDER'S STARK REALISM, ENTITLED "COZNOWSKI STARK, ZELDA STARK AND ERMENGARDE STARK!

NOTICE BY THE TILT IN THESE PAINTINGS HOW ELDER CAPTURED REALISM CREATED BY A SHORT LEG ON HIS EASEL AS IN THIS PAINTING, "COZNOWSKI COZNOWSKI"!

YOU MIGHT THINK HE HAD CREATED THE ULTIMATE IN ABSOLUTE REALISM!... NOT SO! WITH THIS PAINTING ENTITLED "DOMM-DO-DOMM-DOMMM," ELDER ACHIEVED NEW HEIGHTS OF REALISM! (INCIDENTALLY THE FIGURE ON THE LEFT IS PURPORTEDLY SAYING, "HOW'S YOUR MOM ED?")

HERE YOU WILL NOTICE HOW ELDER ATTEMPTED TO CONVEY A FEELING OF REALISM... DEPTH... SOLIDITY IN THIS PAINTING CALLED "VA-VA-VOOM"! TO OBSERVE, HOLD ANY OLD 3-D GLASSES BEFORE THE FACE, JUST ENOUGH TO LET THE EYEBALLS BULGE COMFORTABLY!

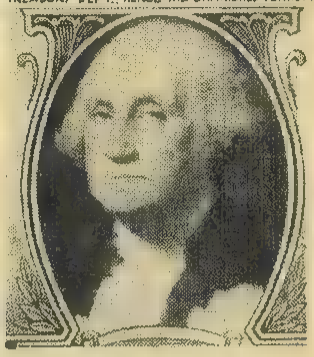
FINALLY... THE LAST EXAMPLE OF THIS NONSENSE (WE ARE RELIEVED TO SAY), HIS FINAL EXPERIMENT ■ REALISM... A PAINTING IN CINEMA SCOPE! (CURVE TO VIEW PROPERLY!) THEY LAUGHED WHEN THEY FOUND YOUNG ELDER PAINTING... HIS CANVAS CURVED AROUND HIS HEAD! FEW VISUALIZED THE USE THIS TECHNIQUE WOULD RECEIVE ■ YEARS TO COME... FEW EXCEPT SOME FAR-SIGHTED ESKIMOS DOWN FROM THE NORTH-POLE WHO FOUND THESE PAINTINGS EXCELLENT DECORATIONS FOR FITTING THE CURVED WALLS OF THEIR IGLOOS!



NOW COMES THE MOST BRILLIANT PART OF HIS CAREER WHEN HE DID THE FOLLOWING PAINTINGS... "*MONA LISA*" (ACTUALLY MONA COZNOWSKI

..."*BLUE BOY*"... INSPIRED BY THE POEM ... "LITTLE BOY BLUE, COME BLOW YOUR HORN"! NOTE HOW THE "BLUE BOY" RUBS WHERE THE FARMER HIT FOR NOT TENDING THE SHEEP!

"*GEORGE WASHINGTON*"! ELDER STARTED THIS PAINTING WITH THE INTENTION OF DUPLICATING A DOLLAR BILL BUT WAS INTERRUPTED BY THE TREASURY DEPT.! HENCE THE UNFINISHED PORTION!



"*YOUNG WOMAN WITH A WATER JUG*"... HERE WE SEE ONE OF YOUNG ELDER'S MANY GIRL-FRIENDS... THIS ONE JUST COME FROM THE BARBER-SHOP, TOWELS AND ALL ... WAS IN THE ACT OF THROWING SLOP INTO THE BACK LOT INSTEAD OF THE GARBAGE-PAIL!

"*WHISTLER'S MOTHER*"... NOTE THE TENSE EXPRESSION ON THE SUBJECT DUE TO HER SON'S CONSTANT MADDENING WHISTLING IN THE NEXT ROOM WHICH SHE BY THE WAY ENDED WITH A SMALL REVOLVER SHE HELD CONCEALED IN HER 'KERCHIEF!

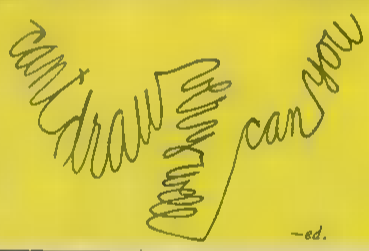
... AND FINALLY THE MOST AMBITIOUS UNDERTAKING... THE "*CEILING OF THE SIXTINE CHAPEL*", A HUGE CEILING MURAL! YOU MIGHT THINK THAT YOUNG ELDER HAD TO ERECT SCAFFOLDS AND PAINT FOR DAYS WHILE LYING FLAT ON HIS BACK! NOT SO! INSTEAD, THE BUILDING WAS INGENIOUSLY BUILT *UPSIDE-DOWN*, ADJACENT TO ITS OWN FOUNDATIONS! ELDER THEN DID THE MURAL ON THE FLOOR AND WHEN IT WAS DRY, THE BUILDING WAS ROLLED RIGHT SIDE UP ONTO ITS FOUNDATIONS MUCH LIKE A BARREL! IT'S AMAZING WHAT YOU CAN DO WITH LEVERS!

MAD MUMBLINGS

Dear Editors:

Because Monday came on Friday instead of Thursday, you are invited to a Christmas Eve on the afternoon of an Easter morning, July 4th. The party is to be held at 12 below zero, provided that the sun is shining bright that night. Admission is free to all children over 70 years of height. The boat will leave the airport at 13:00 A.M. If you miss the car, swim over to the train and wait because we don't charge for being on time. When you get to the drugstore on the corner, in the middle of the block, you will have gone the wrong way. So jump in the little red boat painted green and fly back down the street. Our address is above but we don't live there any more. We live at 33.3½ Invisible Street, the house on the vacant lot. Please be on time because we don't expect you anyway. Two shots will be fired at each guest. Anyone found dead will be tried for murder.—Johnny Jenkins—Beaumont, Tex.

...I followed the dots on the cover of MAD #18, and it turned out to be one furshlugginer mess. What the heck is it supposed to be?—Bob Sherman—Seattle, Wash.



—*ed.*

...I'm a little tired of reading the foolish letters from your ardent fans and bitter enemies which you print in Mad Mumblings. In one letter I find an opinion voiced that your publication is seducing the minds of our youngsters. The next letter is from a simple minded person who eulogizes you as intellectual giants. Enough of this nonsense. Gentlemen, you have a magazine which, like any other publication, is sometimes good, sometimes bad. What you are doing is better then the efforts of your competitors, but still leaves much to be desired. I feel that it would be conceited to claim that your endeavors are highly intelligent simply because I happen to enjoy them. However, the stodgy, stiff-minded people who condemn MAD strike me as very narrow-minded. At the moment, I find your magazine very funny, and so for the past two years I have been a subscriber. I presume that I will some day outgrow MAD. When that happens, I shall terminate my relations with you.—Robert Crosman—Silver Springs, Md.

...What do you do when your mother thinks that you people are writing crime comics in MAD? I told my mother you write funny comics...she said "Yes, I know. Sixteen ways to kill a man."...What to do?—Wayne Steele—North Wilkesboro, N. C.

...MAD comics smell like under my toes. But I like the smell under my toes anyway. I have six toes because I soak them in Phud. I also chew on my feet.—Dead Fred—Princeton, Ill.

...I don't know if you know it or not but I was the kid who sent in the MAD #13 to be autographed by you eds., artists, etc., and I want to say thank you, and there isn't another Comic Company in the business that would do that but E.C. E.C. is the only company that cares a hoot about the readers.—Jimmy Riley—Harrisburg, Ill.

...I know what a Potrzebie is. It's a Bloodle that has been jitzing so fast that it cnxorzpqled.—Anonymous

...I hold an unshakable opinion that Potrzebie and Veeblefetzer are hoaxes perpetrated by several drunken artists.—Gerald Burns—St. Clair Shores, Mich.

Potrzebie bounces.—ed.

advertisement

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MAD Editors
Room 706, Dept. 22
225 Lafayette Street
New York 12, New York

STATEMENT OF THE OWNERSHIP, MANAGEMENT AND CIRCULATION, REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

OF MAD published Monthly at New York, N. Y., for October 1, 1954.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Educational Comics Inc., 225 Lafayette St., New York 12, N. Y., Editor, Harvey Kurtzman, 225 Lafayette St., New York 12, N. Y., Managing Editor, William M. Gaines, 225 Lafayette St., New York 12, N. Y.; Business manager, Lyle Stuart, 225 Lafayette St., New York 12, N. Y.

2. That the owner is: Educational Comics Inc., 225 Lafayette St., New York 12, N. Y. Wm. M. Gaines, 225 Lafayette St., New York 12, N. Y. J. K. Gaines, 225 Lafayette St., New York 12, N. Y. V. MacAdie, 225 Lafayette St., New York 12, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding one percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

(Signed) WILLIAM M. GAINES, Publisher.

Sworn to and subscribed before me this 18th day of September, 1954. Ettore De Stefano, Notary Public. (My commission expires March 30, 1956.)

BILL (CHICKEN-FAT) ELDER DEPT., CONTINUED: AND SO... THE YOUNG ARTIST BECAME A MAN! BEHIND HIM WAS EXPERIENCE! HE NOW KNEW HOW TO MAKE BEAUTIFUL DRAWINGS... TO MAKE BEAUTIFUL SCULPTURE... TO MAKE BEAUTIFUL PAINTINGS... TO MAKE ALL KINDS OF FINE THINGS! HE WAS NOW PREPARED TO CHOOSE WHICH OF THESE FINE THINGS HE WOULD DEVOTE THE REST OF HIS LIFE TO MAKE!... AND YOU KNOW WHICH HE CHOSE TO MAKE, DEAR READER?... RIGHT!... HE CHOSE TO MAKE MONEY! AND SO, ON THIS NOTE WE TURN TO ELDER...

THE COMMERCIAL ARTIST!

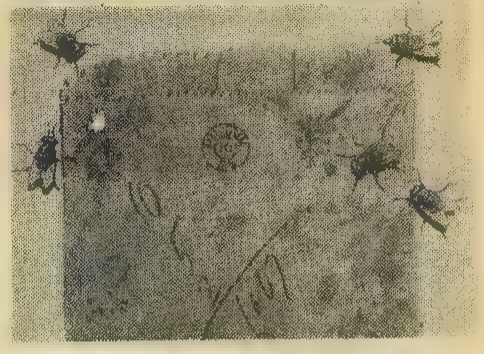
(NOTE ELDER CIRCLED, PAINTING MUSTACHE)

IT WAS HERE THAT ELDER'S EXPERIENCE WITH 'KICK ME HARD' SIGNS PAID OFF SINCE BECAUSE OF THIS EXPERIENCE, HE WAS ABLE TO GET ODD JOBS LETTERING... LIKE FOR INSTANCE LETTERING PRICES ON BROWN PAPER BAGS FOR PUSHCARTS!

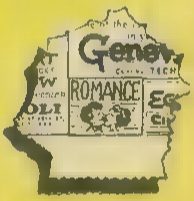
WITH A BLACK MARKING CRAYON AND ASSORTED CARDBOARDS, HE TURNED OUT SIGNS SUCH AS "CLOSED FOR REPAIRS," "MEN," "WESTERN UNION MESSENGERS WANTED,"... EXAMINE THIS BEAUTIFUL EXAMPLE OF HIS LETTERING ON THIS HOT-DOG CART!

NOW, SO FAR, ELDER DID NOTHING FOR THE REPRODUCTION (EXCEPT MAYBE RAISE RABBITS)!... THIS THEN WAS HIS FIRST JOB TO BE REPRODUCED (ON THE MIMEOGRAPH)... A HAND-DRAWN MENU!.. IT IS INTERESTING THAT IN THIS CASE... THE CHICKEN-FAT STAINS WERE **NOT** ELDERS!

BY GEORGE... THINGS WERE HAPPENING NOW!... HIS NEXT PIECE OF PRINTED ART WORK WAS THIS PAPER BAG TRADE MARK!... HERE AGAIN, THE CHICKEN-FAT STAINS WERE **NOT** ELDERS... THIS LAST EXISTING SAMPLE HAVING BEEN MISTAKENLY USED FOR A GARBAGE-PAIL LINER!



HIS NEXT ASSIGNMENT WAS BIG-TIME... HERE REPRODUCED ORIGINAL SIZE, ONE OF THE LESSER ADS FROM THE NEWSPAPER MOVIE-PAGE! TRUE... A SMALL, MODEST BEGINNING, BUT EVEN SO... THE INIMITABLE, NAUSEATING ELDER STYLE CAN BE DETECTED!... IN RAPID ORDER HE DID A WHOLE SERIES OF MOVIE ADS... HERE REPRODUCED ORIGINAL SIZE! AS YOU CAN PLAINLY SEE, EACH CONSECUTIVE AD WAS BIGGER THAN THE LAST! BY GEORGE... THINGS WERE **REALLY** HAPPENING!... WHY AT THIS RATE, ELDER MIGHT BE DOING **FULL PAGE ADS** ■ 97 YEARS!



HOWEVER... THIS TYPE AD FELL INTO A LIMITED NUMBER OF CATEGORIES!.. EITHER YOU DREW A MAN KISSING A GIRL... OR A GIRL KISSING A MAN ...OR TWO MEN KISSING TWO GIRLS... OR ONE MAN KISSING TWO GIRLS... OR ONE GIRL KISSING TWO MEN OR SOMETIMES MAYBE A GIRL KISSING OUT AT YOU! ELDER BEGAN TO FEEL HE WAS GETTING ■ A RUT!... AND SO HE TURNED TO MORE VARIED TYPE ADS, SOME OF WHICH ARE PICTURED BELOW! UNFORTUNATELY SPACE LIMITATIONS HAVE FORCED US TO ELIMINATE SOME OF HIS FINE BLOODSHOT EYE ADS AND RUPTURE-BELT ADS!

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NOW THE AD AGENCIES, NOTICING ELDER'S ARTISTIC TALENT, NIMBLE BRUSH AND QUICK MIND, FLOCKED TO HIM! NOT THAT HIS ARTISTIC TALENT, NIMBLE BRUSH AND QUICK MIND HAD ANYTHING TO DO WITH IT!... HE WAS MERELY CHEAP! RESTLESS ELDER, NOT BEING ABLE TO SIT STILL, RAPIDLY ROSE (HE WAS SITTING ON A BOTTLE OF INDIA INK)... ROSE THROUGH THE ECHELONS OF COMMERCIAL ART AND ON THE FOLLOWING PAGES WE PRINT SELECTIONS FROM HIS WORKS, MANY OF WHICH YOU HAVE NO DOUBT SEEN IN FAMOUS MAGAZINES!

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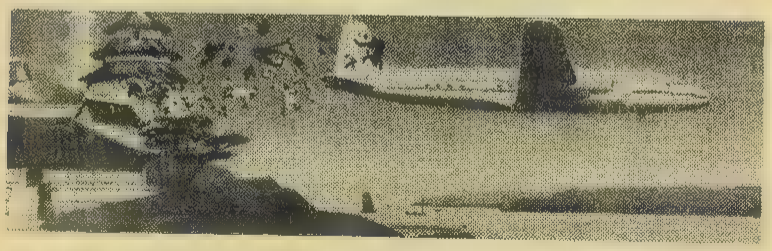

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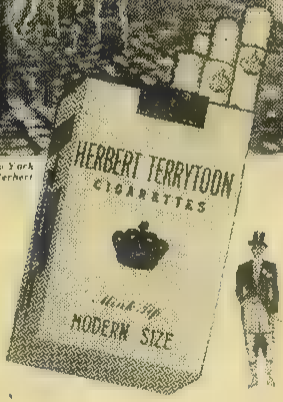
MR. AND MRS. FURD WORCESTERSHIRESAUCE, popular young New York socialites say: "We keep the swimming pool filled with extra cartons of Herbert Terrytoon."



Discriminating people prefer Herbert Terrytoon. Note the undiscriminating clod with the horse in the background both smoking Bull Durham. That filthy peasant will never be a popular young New York socialite like Mr. and Mrs. Worcestershiresauce. Discriminating people prefer Herbert Terrytoon because the mink tip doesn't stick to the lips — because of the longer, cooler size — because they don't give you cancer. You see, Herbert Terrytoons are filled with milk chocolate. That's why Herbert Terrytoon is today's most unusual cigarette value. And any of you clods and filthy peasants want to buy Herbert Terrytoons, we'll accept your money.

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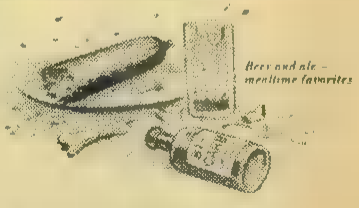


AMERICA'S BEVERAGE OF MODERATION

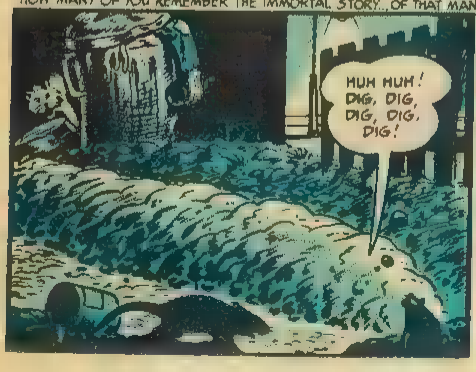
Sponsored by the Brewer's Foundation to Encourage Excess

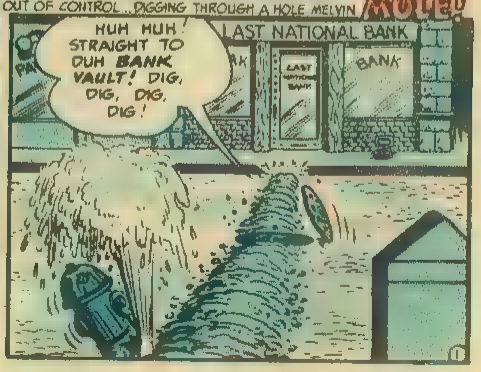
BILL (CHICKEN-FAT) ELDER DEPT., CONTINUED: STILL WITH IT, EH?...WHY DON'T YOU DO SOMETHING USEFUL INSTEAD OF READING THIS JUNK?...GO OUT AND PLAY GAMES! GO MAKE A PROJECT!..ANYHOW, BY THIS TIME ELDER HAD WORKED HIS WAY UP IN THE COMMERCIAL ART BUSINESS INTO THE MOST IMPORTANT, THE NOBLEST, THE FINEST BESTEST, BESTEST FINEST, IMPORTANTEST TYPE OF COMMERCIAL ART!..YES...YOU GUESSED IT...COMIC-BOOKS! THIS THEN, IS THE GOLDEN CHAPTER!... ELDER...

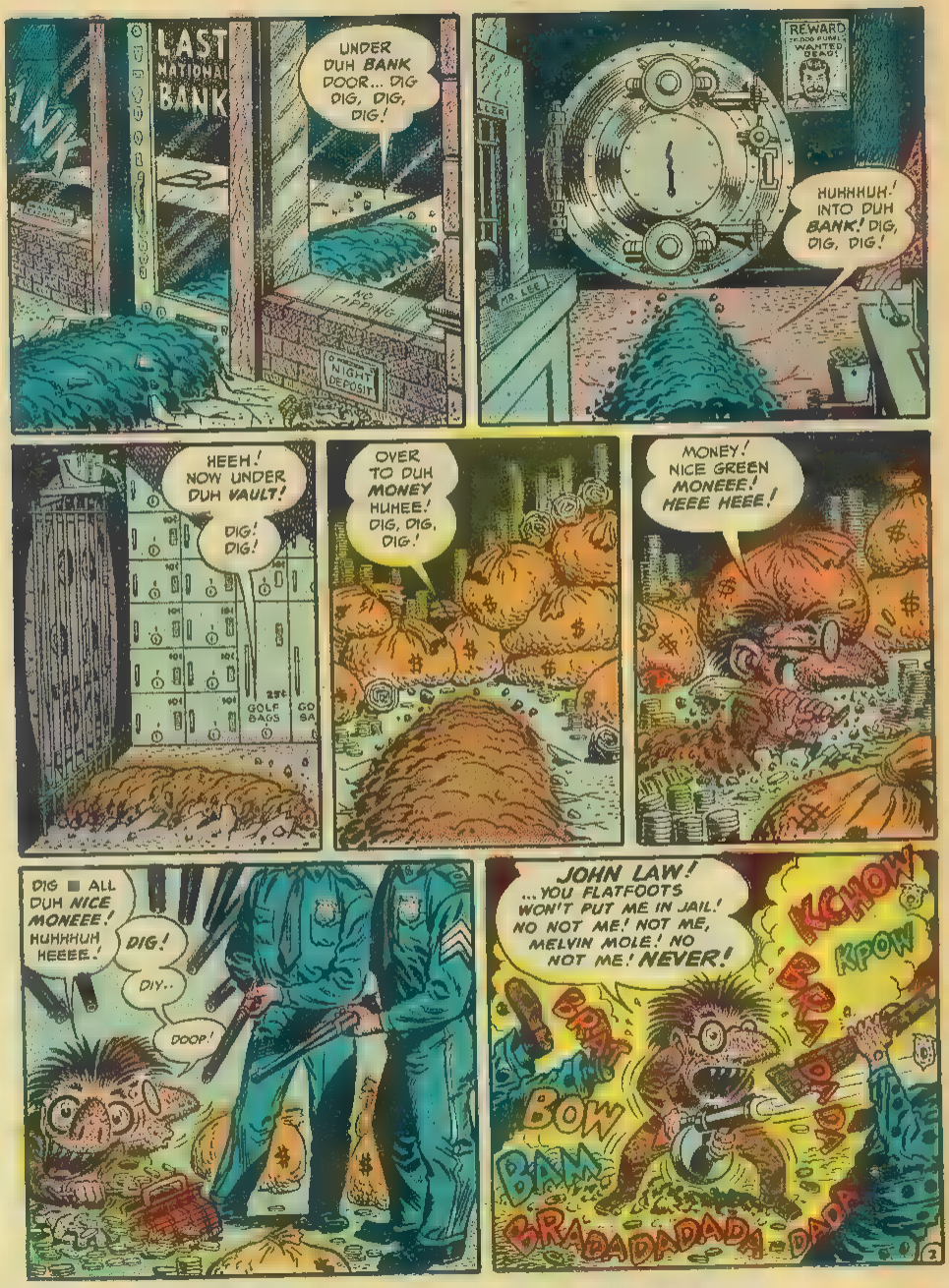
THE OLD PRO!

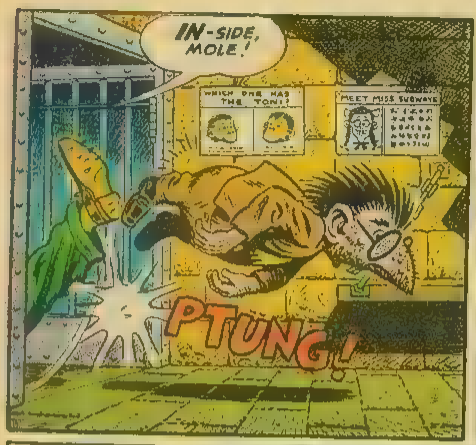
(NOTE ELDER'S SUCCESSFUL STUDIO ■ THE BACKGROUND WITH SOME OF HIS ASSISTANTS HARD AT WORK!)

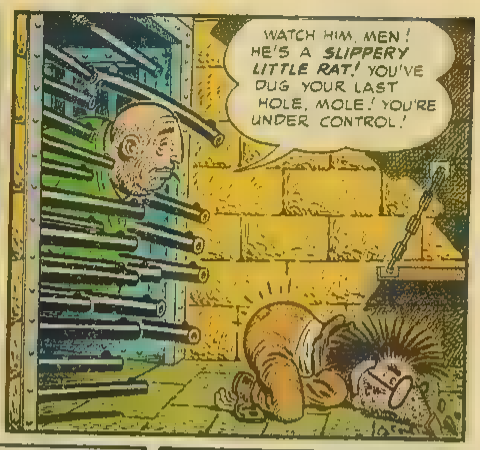
IT WAS WHEN THE ARTIST TURNED TO COMIC-BOOKS THAT HIS GENIUS CAME TO FULL FLOWER... HIS EXPERIENCE WITH PAINT, CHICKEN-FAT, BOSCO, GREEN FLIES... ALL TOGETHER, BROUGHT HIS GENIUS TO FULL FLOWER... NAMELY SKUNK CABBAGE! WHAT BETTER OPPORTUNITY DO WE HAVE REPRINT SOME OF HIS FINEST WORK... TO PAD THIS COMIC-BOOK! THEN NOW HOW MANY OF YOU REMEMBER THE IMMORTAL STORY.. OF THAT MAN OUT OF CONTROL...DIGGING THROUGH A HOLE MELVIN MOLE!

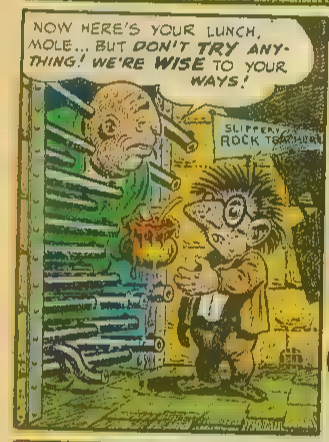


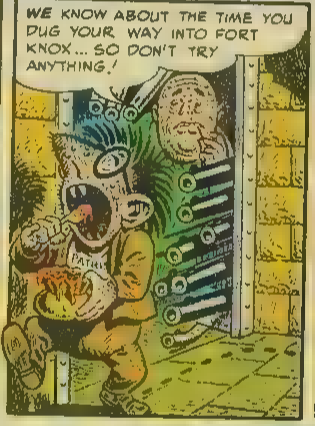



LAST NATIONAL BANK
UNDER DUH BANK DOOR... DIG DIG, DIG, DIG!
NIGHT DEPOSIT
REWARD
WANTED DEAD!
HUHHHUH! INTO DUH BANK! DIG, DIG, DIG!
MR. LEE
HEEH! NOW UNDER DUH VAULT!
DIG! DIG!
GOLF BAGS
OVER TO DUH MONEY HUHEE! DIG, DIG, DIG!
MONEY! NICE GREEN MONEEE! HEEE HEEE!
DIG ■ ALL DUH NICE MONEEE! HUHHHUH HEEEE!
DIG!
DIY..
DOOP!
JOHN LAW! ...YOU FLATFOOTS WON'T PUT ME IN JAIL! NO NOT ME! NOT ME, MELVIN MOLE! NO NOT ME! NEVER!
KCHOW
KPOW
BRAM
BOW
BAM
BRADADADADA-DADA

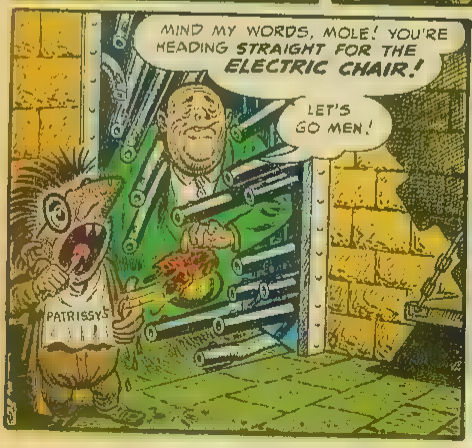

IN-SIDE, MOLE!
WHICH ONE HAS THE TONI?
MEET MISS SUBWAYS
PTUNG!

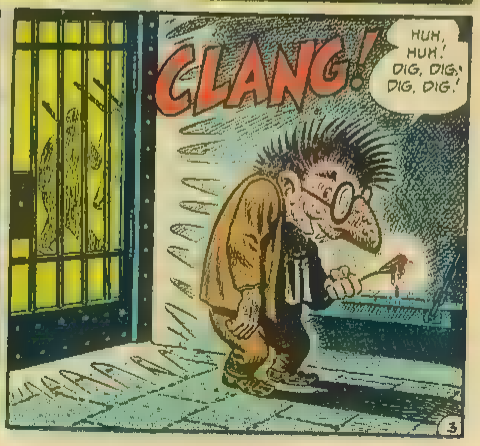

WATCH HIM, MEN! HE'S A SLIPPERY LITTLE RAT! YOU'VE DUG YOUR LAST HOLE, MOLE! YOU'RE UNDER CONTROL!


NOW HERE'S YOUR LUNCH, MOLE... BUT DON'T TRY ANYTHING! WE'RE WISE TO YOUR WAYS!
SLIPPERY ROCK TOOTHPICK


WE KNOW ABOUT THE TIME YOU DUG YOUR WAY INTO FORT KNOX... SO DON'T TRY ANYTHING!
PATRIS

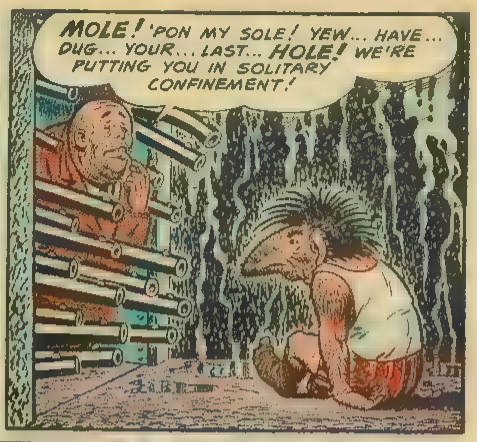
WE KNOW ABOUT THE TIME YOU DUG YOUR WAY OUT OF DEVIL'S ISLAND... SO DON'T TRY ANYTHING!

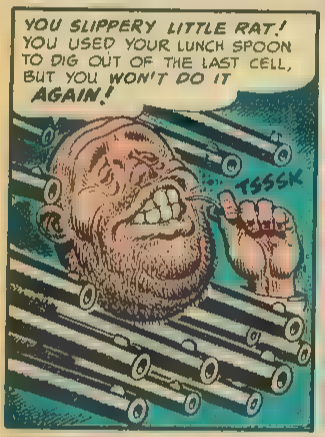

MIND MY WORDS, MOLE! YOU'RE HEADING STRAIGHT FOR THE ELECTRIC CHAIR!
LET'S GO MEN!
PATRISSY'S


CLANG!
HUH, HUH! DIG, DIG, DIG, DIG!

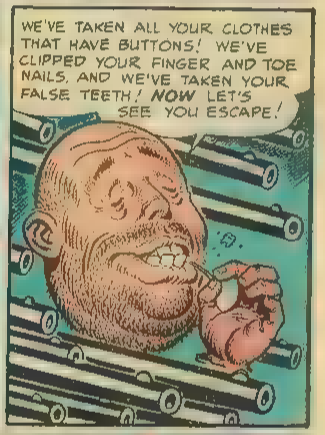
MARTHA LOVES GEORGE
KILROY WAS HERE
ADELE LOVES HARVEY
MILTIE HATES FULTON
DEENA LOVES JACK
VOTE FOR HARDING
OLGA LOVES JOHNNY
WILLIE LOVES MONEY
HUH, HUH! DIG, DIG, DIG, DIG...
DIG, DIG, DIG, DIG!
DIG! DIG!
DIG!
DIG!
DIG!
EXCUSE ME A MOMENT, MIKE, WHILE I CALL INTO THE STATION HOUSE!
SURE, PAT!
POLICE CALL BOX
DIG!
DIG!
...OOP!
OOP? WHATTAYA MEAN, OOP? THAT YOU AT THE DESK, MURPHY? WHY, OOP?
POLICE CALL BOX
JOHN LAW!...COPPERS WON'T PUT ME IN JAIL! NO! NOT ME! NO! NEIN! NICHT! NO! NEVER! NOT!
BLAM!
POW!
BLAM!
BRRRRDDDDDDA!
4

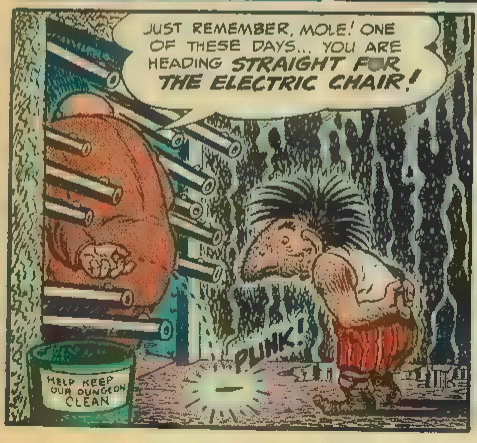
IN-SIDE, MOLE!
PTUNG!

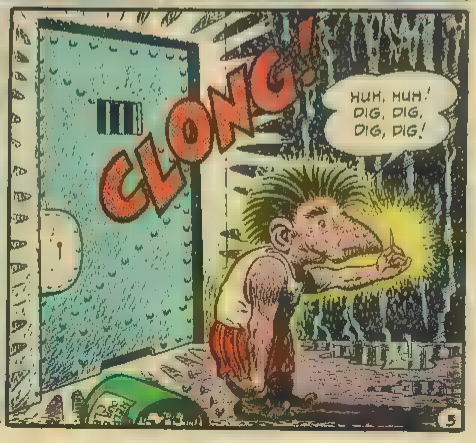

MOLE! 'PON MY SOLE! YEW... HAVE... DUG... YOUR... LAST... HOLE! WE'RE PUTTING YOU IN SOLITARY CONFINEMENT!

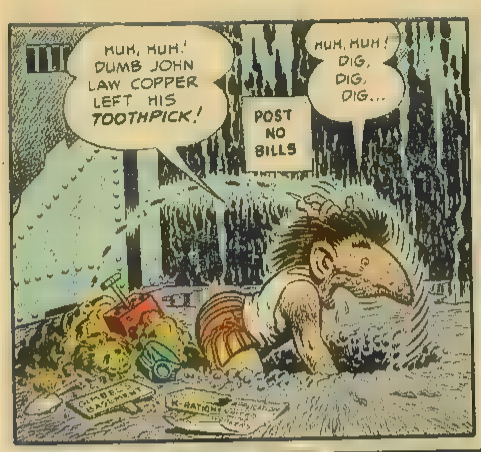

YOU SLIPPERY LITTLE RAT! YOU USED YOUR LUNCH SPOON TO DIG OUT OF THE LAST CELL, BUT YOU WON'T DO IT AGAIN!
TSSSK

WE'RE GOING TO PUT YOU IN THIS COMPLETELY BARE CELL WITHOUT A SINGLE OBJECT TO DIG WITH!
BRSSK

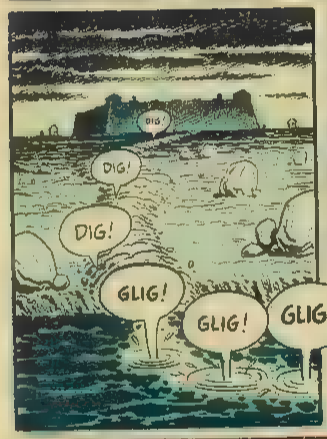

WE'VE TAKEN ALL YOUR CLOTHES THAT HAVE BUTTONS! WE'VE CLIPPED YOUR FINGER AND TOE NAILS, AND WE'VE TAKEN YOUR FALSE TEETH! NOW LET'S SEE YOU ESCAPE!


JUST REMEMBER, MOLE! ONE OF THESE DAYS... YOU ARE HEADING STRAIGHT FOR THE ELECTRIC CHAIR!
PLINK!
HELP KEEP OUR DUNGEON CLEAN


CLONG!
HUH, HUH! DIG, DIG, DIG, DIG!

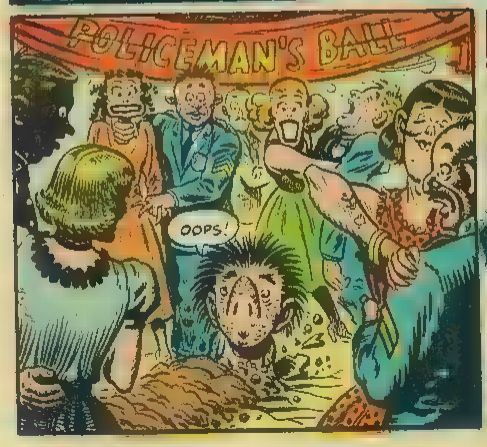

HUH, HUH! DUMB JOHN LAW COPPER LEFT HIS TOOTHPICK!
POST NO BILLS
HUH, HUH! DIG, DIG, DIG...
K-RATIONS

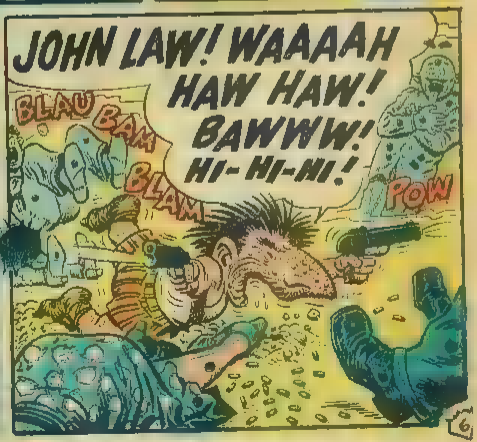
DIG!
DIG!
DIG!
DIG!
DIG!

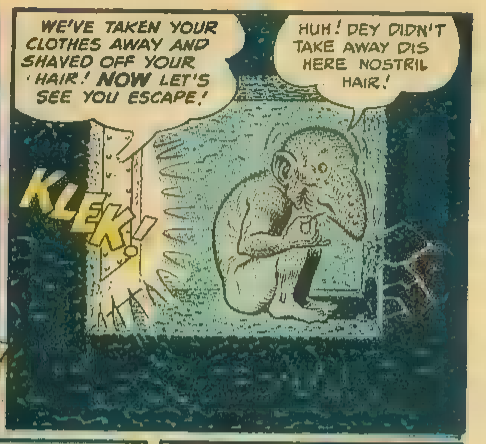

DIG!
DIG!
DIG!
GLIG!
GLIG!
GLIG!

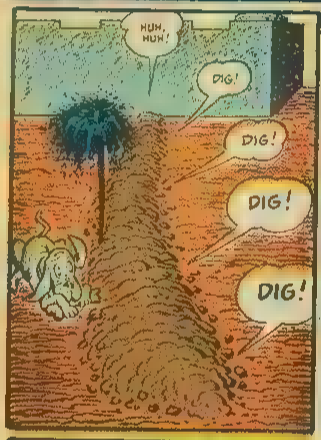
DIG! DIG! I'M HITTIN' SEWER PIPES AN' SUBWAYS! I MUST BE COMIN' TO THE CITY!
DIG!
GLUG!
BLOG!
GLIG!

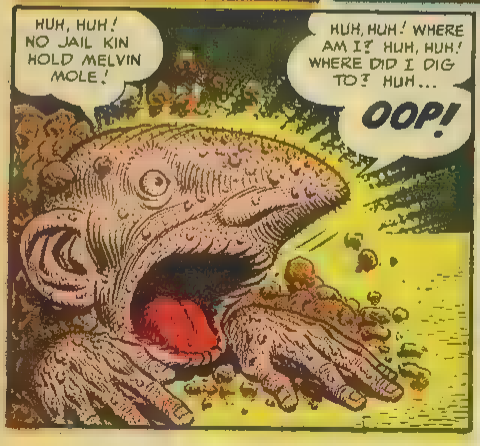
HUH, HUH! I HEAR LOTSA FEET MOVIN'... LOTSA PEOPLE WALKIN'! A BIG CROWD! THAT'S WHAT I'LL DO! I'LL GET LOST INNA CROWD!
DIG!
DIG!

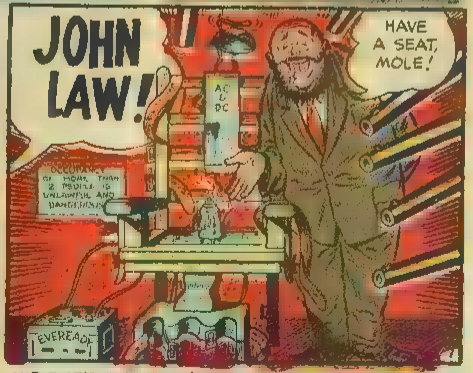

POLICEMAN'S BALL
OOPS!


JOHN LAW! WAAAAH HAW HAW! BAWWW! HI-HI-HI!
BLAU
BAM
BLAM
POW









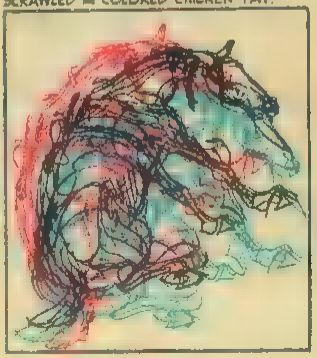
AND THAT'S THE STORY!... THE STORY OF MELVIN MOLE, THE FELLOW WHO DUG... THE FELLOW WHO HEADED ***STRAIGHT FOR THE ELECTRIC CHAIR!***

BILL (CHICKEN-FAT) ELDER DEPT., CONTINUED:... AND NOW COMES BEST PART 'CAUSE MAINLY IT'S LAST PART... TODAY, ELDER ELDER, MUCH LIKE ELDER'S ELDER ELDER... SPENDS MOST OF HIS TIME SITTING AROUND (BELOW) CHEWING THE FAT WITH HIS BUDDIES (CHICKEN-FAT, OF COURSE)! NO LONGER DOES HE MEASURE THINGS BY THE FOOLISH STANDARDS OF YOUTH!... NO LONGER ARE HIS IDEALS GUIDED BY MONEY! TODAY HE ENJOYS A MELLOWED, SOPHISTICATED, ENLIGHTENED STATE OF MIND... IN OTHER WORDS...

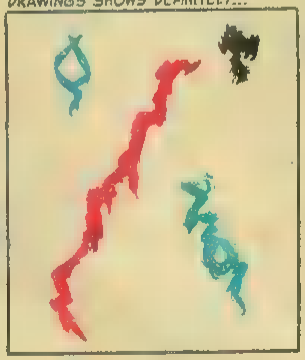
SENILITY!

(NOTE ELDER SQUARED!)

THESE 3 DRAWINGS ARE IN THEIR ORDER, THE VERY LAST DRAWINGS TURNED OUT BY ELDER IN THE LAST MONTH...ODDLY ENOUGH, SCRAWLED IN COLORED CHICKEN-FAT!



ON CLOSE EXAMINATION... THESE DRAWINGS SEEM TO INDICATE A REGRESSION ... A GOING BACK! MATTER OF FACT... THE LAST DRAWINGS SHOWS DEFINITELY...



...!TAF-NEKCIHC DEROLOC NI LWARCS SIHT WERD [redacted] !ON...? DEPRUB EB OT KEIRHS EH DID...? KLIM ROF LLEY [redacted] DID... NROB SAW-REDLE LLIB TNEMOM EHT MORF

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I'LL HELP YOU GET ALL YOU NEED!

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YOU DON'T NEED EXPERIENCE!

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GET MONEY-MAKING KIT ON FREE TRIAL!

See for yourself how easy it is to get the money for anything you want. Check the coupon and mail it now. I'll send you a complete kit of samples including fast-selling assortments on FREE TRIAL and full facts on how to reach your goal fast. Don't delay. Act TODAY!

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Dear Mr. Stuart: I've checked off what I want money for:

- ☐ Sporting Equipment
- ☐ New Clothes
- ☐ Team Uniforms
- ☐ Electric Toaster
- ☐ Portable Radio
- ☐ .....

Please rush full facts on how to make the money, and sample kit of assortments ON FREE TRIAL.

Name.....

Address.....

City & Zone.....State.....

(If for a club, give its name below.)

.....

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4436-38 N. Clark St. Dept 306, Chicago 40, Ill.

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ZENITH CO., Dept. LB2
81 Willoughby St., Brooklyn 1, N. Y.
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City ..... Zone ..... State .....

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ROY ROGERS FLASH CAMERA
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TABLE TENNIS SET
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Please rush to me on credit 24 Religious Wall Mottos, to sell at 35c each. Also include big Prize Catalog FREE. I will remit amount required as explained under description of prize in BIG PRIZE CATALOG within 30 days and select the prize I want or keep a cash commission as explained.
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As part of my Communications Course I send you parts to build low-power Broadcasting Transmitter at left. Use it to get practical experience. You put this station "on the air" . . . perform procedures demanded of broadcasting station operators. An FCC Commercial Operator's License can be your ticket to a bright future. My Communications Course trains you to get your license. Mail coupon. Book shows other equipment you build for practical experience.

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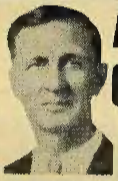
25 million homes have Television sets now. Thousands more sold every week. Trained men needed to make, install, service TV sets. About 200 television stations on the air. Hundreds more being built. Good job opportunities here for qualified technicians, operators, etc.



J. E. SMITH, President
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Mail me Sample Lesson and 64-page Book, FREE. (No salesman will call. Please write plainly.)

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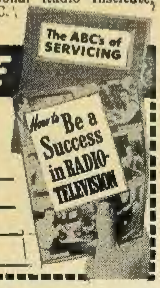
Address _____

City _____ Zone ____ State _____

VETS write in date of discharge _____



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Check the Kind of Body YOU Want! RIGHT IN THE COUPON BELOW

...and I'll Prove How EASILY You Can Have It!

Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man."

SILVER CUP GIVEN AWAY

12" high! Given to pupil making greatest physical improvement in the next 3 months.

JUST tell me where you want it—and I'll add SOLID INCHES of powerful new muscle SO FAST your friends will grow bug-eyed with wonder!

Do you want me to broaden your shoulders—put trip-hammer power in both your arms—make your legs two pillars of strength? Then just check what you want below. I'll prove you can get it in just 15 minutes a day—in your own home—or it won't cost you a penny!

I don't care if you are 15 or 50 years old—or how ashamed of your present physical condition you may be. I can give you a "barrel chest" and a vise-like grip. I can shoot new strength into your old backbone, exercise those inner organs — help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling. I'll wake up that sleeping energy of yours and make it hum like a high-powered dynamo! You'll *feel* and *look* different. Man, you'll begin to LIVE!

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- Skinny, Weak and run down?
- Always tired?
- Nervous?
- Lacking in confidence?
- Constipated?
- Suffering from bad breath?
- Fat and flabby?
- Do you want to lose or gain weight?

WHAT TO DO ABOUT IT is told in my FREE BOOK

WHAT'S MY SECRET?

"DYNAMIC TENSION"! That's the ticket! The identical natural method that I myself developed to change my body from the scrawny skinny chested weakling I was at 17 to my present superman physique! Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with.

When you have learned to develop your strength through *"Dynamic Tension"* you can laugh at the artificial muscle-makers. You simply utilize the DORMANT muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid LIVE MUSCLE.

My method—*"Dynamic Tension"* will turn the trick for you. No theory—so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of *"Dynamic Tension"* almost unconsciously every minute of the day—walking, bending over, etc.—to BUILD THE MUSCLE and VITALITY you want. And *you'll* be using the method which many great athletes use for keeping in condition—prize fighters, wrestlers, baseball and football players, etc.

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SEND NOW for my famous book, "Everlasting Health and Strength." (Over 3½ MILLION fellows have sent for it already.) It contains 32 pages, packed from cover to cover with actual photographs and valuable advice. Shows what *"Dynamic Tension"* has done for others, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your whole life! Check the information you want (in the coupon below) and rush it to me personally. **CHARLES ATLAS, Dept. *164 N*, 115 East 23rd St., N. Y. 10, N. Y.**

Here's The Kind of Results I Get:

"I gained 11 lbs. and 4¼ inches on my chest, 3 inches on my arms. I am never constipated."
—Henry Neven, Canada

"I gained 34 lbs. and increased my chest 6 inches!"
—Stanley Lynn, Calif.

"What a difference! Have put 3½ inches on my chest (normal) and 2½ inches expanded."
—F. S., New York

"Gained 29 lbs. When I started your course I weighed only 141. Now I weigh 170."
—T. K., New York

"The benefits are wonderful. The first week my arm increased one inch, my chest two inches."
—E. M., Conn.

"You changed me from a weakling to a real he-man. My chest has gone up 6 inches. I am a solid mass of muscle."
—J. W., Montana

CHARLES ATLAS, DEPT. *164 N*,
115 East 23rd St., New York 10, N. Y.

Dear Charles Atlas: Here's the kind of Body I Want:

(*Check as many as you like*)

- ☐ More Weight—Solid—in The Right Places
- ☐ Broader Chest and Shoulders
- ☐ More Powerful Arms and Grip
- ☐ Slimmer Waist and Hips
- ☐ More Powerful Leg Muscles
- ☐ Better Sleep, More Energy

Send me absolutely FREE a copy of your famous book "Everlasting Health and Strength"—32 pages, crammed with photographs, answers to vital health questions, and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

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